

**New Jersey Commerce & Economic Growth Commission
Cooperative Marketing Sponsorship Program
FY 2005**

I. Program Overview

The Cooperative Marketing Program is a collaboration between the Commission's Office of Travel and Tourism and the New Jersey Travel Industry whose goal is to promote New Jersey as a premier travel destination. State funds will be used to leverage non-state funds to promote and market specific tourism opportunities in New Jersey.

II. Selection

Projects will be reviewed and selected by the Directors of the New Jersey Commerce & Economic Growth Commission's Office of Travel and Tourism and the Office of Marketing on a rolling basis. Matching funds of .25 cents per dollar awarded are required. These funds must originate from private tourism industry or non-State public entities. Cooperative Marketing Sponsorships Awards range from \$500 to \$100,000. The Commission's approval of a sponsorship award will be determined based on a combination of some or all of the following criteria.

- The organization must have a significant interest in the promotion of a tourist destination/attraction/activity;
- The program or event should promote the New Jersey Commerce & Economic Growth Commission's Office of Travel and Tourism to broad audiences or targeted markets such as cultural, historic, African American, Latino, and Asian.
- The organization should provide in their sponsorship proposal evidence of their experience producing effective marketing programs or events. The organization shall submit examples of marketing and promotional materials from past programs or events. If the event or program is a new venture, our staff will base its decision on the strength of the project's marketing plan.
- The event, program, or attraction must promote tourism in or to New Jersey.

III. Requirements of the Sponsorship Recipients

Organizations receiving Cooperative Marketing Sponsorship awards must:

- Submit a signed letter of agreement stating the specific marketing opportunities that will be provided to the Office of Travel and Tourism. A sample of a signed letter of agreement is provided for your viewing at www.visitnj.org
- Obtain pre-approval from the Office of Travel & Tourism project manager to use the Office of Travel and Tourism's name or logos in advertising, press releases and collateral materials, if applicable;
- Provide web site links to the Office of Travel and Tourism.
- Submit a final report that details the results of the project. The report should include a copy of any press clippings, photos, radio and television transcripts, video and marketing materials that highlight NJ Office of Travel and Tourism.

IV. Program Contacts

Cathy Scangarella
Vice President, Marketing
New Jersey Commerce & Economic Growth Commission
P.O. Box 820
Trenton, NJ 08625
Phone: 609-984-6677
Fax: 609-777-4097

Nancy Byrne
Executive Director
New Jersey Office of Travel & Tourism
P.O. Box 820
Trenton, NJ 08625
Phone: 609-272-2470
Fax: 609-633-7418

Proposals should be directed to:

Barbara Bellavia
New Jersey Office of Travel & Tourism
P.O. Box 820
Trenton, NJ 08625
Phone: 609-984-3405
Fax: 609-633-7418

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V. Letter of Agreement, Standard Terms and Conditions

- i. **Proposal.** All applicants for Cooperative Sponsorship dollars must submit a written marketing sponsorship proposal that includes the dollar amount requested, a proposed budget, and supporting documents such as the program background, history and the benefits offered. . A sample proposal can be viewed on the Commerce Commission (www.newjerseycommerce.org) and the Office of Travel and Tourism (www.visitnj.org) websites.
- ii. **Report.** Sponsorship recipients must submit a final written report describing the program, measurable results from the promotion, and any supporting documents such as news clips or promotional literature within 45 days after the conclusion of the event or program. The report must also indicate the dollar amount of non- state contributions. Failure to comply with this provision shall make the sponsorship recipient ineligible for future awards.
- iii. **Cancellations and Obligation to Return Funds.** The New Jersey Office of Travel and Tourism must be contacted in writing if an event or program is cancelled or postponed. If the event or program will not be rescheduled, all sponsorship monies must be returned to the Office of Travel & Tourism no later than 30 days from the original event or program date.
- iv. **Availability of Funds.** FY 2005 funding for the Cooperative Marketing Sponsorship program is appropriated from the legislature. The funding under this program is expressly dependent upon the availability to the New Jersey Office of Travel and Tourism of funds appropriated. The dollar amount allocated for this program is fixed and will be disbursed on a first come first served basis. The Office of Travel and Tourism makes no guarantee that these funds will be available beyond fiscal year 2005. The State's fiscal year runs from July 1 to June 30. The New Jersey Commerce & Economic Growth Commission shall not be liable for a breach of agreement because of the absence of funding appropriation.
- v. **Indemnification.** The sponsorship recipient shall be solely responsible for and shall keep, save, and hold the State of New Jersey, New Jersey Commerce & Economic Growth Commission harmless from all claims, loss, liability, expense, or damage resulting from any claims whatsoever including death, to employees or recipients of the recipient's services or to any other persons which results from any act or omissions, including negligence or malpractice of any of its officers, employees, agents, servants or independent contractors, whether or not due to negligence, fault or default of the recipient.
- vi. **Access to Records and Audit.** The sponsorship recipient in accepting the award agrees to permit the Commission to have access to all work papers produced in connection with the program upon request and reasonable notice for purposes of ensuring compliance with the terms and conditions of the

award and in complying with audit requirements of the New Jersey Department of the Treasury.

- vii. **Remedies.** The commission reserves the right to take any legally available remedy to recover funds awarded in the event that the recipient materially fails to comply with any term of the award.
- viii. **Additional terms and conditions.** Awards exceeding \$27,500 shall be subject to additional terms and conditions and the execution of an agreement upon approval of the award by the Commission.

Sample Proposal Content

Proposal Letter

Include in your proposal letter:

- Information about your organization, program, event or initiative you are seeking sponsorship dollars for.
- Any background or history on the program, event, or initiative.
- Names of your current or past sponsors.
- The dollar amount of your request.

Listing of Sponsorship Benefits

Sponsorship Level: \$5,000

This level of sponsorship entitles the New Jersey Office of Travel and Tourism to the following:

Benefits:

- Your organization name and logo will be placed on all promotional materials, banners, and press releases.
- You will be provided with a full- page ad in the program ad journal.
- We will insert your brochures or promotional materials in our event welcome bag.
- You will be provided a table to display at the expo.
- Your name will be mentioned as a sponsor on any radio spots promoting the event.
- A representative from your organization will be able to address the audience at our welcome breakfast.

Accepted

Signature

Representative, NJ Office of Travel and Tourism

Signature

Rep. Event Sponsor

Supporting Documents

- Provide any flyers or promotional items promoting the prior years event or program. (If applicable)
- If you have received funding from our office in the past, provide a report from that past event or program.
- Provide a proposed budget for the program or event.

* These are just a few of the items you may want to include. You may want to include additional items if you desire.